

SALES/KEY ACCOUNT MANAGER – NZ RETAIL



MLC Vision - To be a standout supplier of choice for Cut-To-Length, Small Mouldings, Flooring and Garden & Landscape Products for both the industrial and DIY markets.

POSITION TITLE:	SALES/KEY ACCOUNT MANAGER – NZ RETAIL
Location	Nationwide role
Reports to	NZ Retail Manager
Direct Reports	0
Overall Purpose of Role	<p>The purpose of this role is to achieve sales targets as per the NZ Retail Sales Plan.</p> <p>This role provides a high level of account management services to a number of key MLC's NZ Retail customers.</p>
MLC Values	<p>Adding Value Positive Culture Excellence in Execution Continuous Improvement</p>

	KEY ACCOUNTABILITIES
Account Management/Sales	<ul style="list-style-type: none"> • Develop strategies to achieve sales targets in conjunction with NZ Retail Manager, GM Sales and Marketing, BDM and the Sales Team • Design and build and follow a sales plan in order to achieve revenue stream/forecast for specific regions to agreed targets • Contribute to the identification and implementation of sales account strategies • Ensure effective customer relations are developed and maintained

KEY ACCOUNTABILITIES	
	<ul style="list-style-type: none"> • Work with the NZ Retail Manager, GM Sales and Marketing and the Business Development Manager to identify and develop creative and innovative sales and advertising solutions to grow revenue and profitability • Display an ability to independently and confidently conduct negotiations, respond to briefs and build strong relationships with customers • Ensure that all administrative work, including contracts, deal sheets, presentations, reporting etc. are accurate, up to date and completed in a timely matter. <p>Other</p> <ul style="list-style-type: none"> • Available by phone for technical support and troubleshooting • Field visits to sites for technical support and troubleshooting • Update the MLC CRM with relevant details after each visit • Other projects that may arise as directed by MLC management
Reporting	<ul style="list-style-type: none"> • Ensure that all required reporting is completed on time and relevant reporting of all issues and/or areas of concern are communicated in the appropriate style and forum
MLC Relationship Management	<ul style="list-style-type: none"> • Attend the weekly meeting with the NZ Retail sales team. • Model appropriate behaviours which act as a positive influence on staff, stakeholders and customers • Build and maintain strong relationships with the MLC team, suppliers and customers of MLC and any other key stakeholders • Promote a “customer first” culture so that all external and internal customers hold MLC in high regard for the way they are treated
Health and Safety	<ul style="list-style-type: none"> • Ensure that any risk of injury to members of the public, customers, contractors and employees is minimised through compliance with all current and future health and safety legislation • Ensure that all of MLC’s health and safety policies and procedures are complied with at all times • Hazards are reported and recommendations made to eliminate, isolate or minimise exposure to such hazards • Incidents and near misses are reported

KNOWLEDGE, SKILLS AND PERSONAL QUALITIES

Experience	<ul style="list-style-type: none"> • 2-5 years sales experience • 5-10 years account management experience • Passion for sales and giving great customer experiences 	
Attributes	<ul style="list-style-type: none"> • Able to inspire, motivate and develop people to be knowledge experts in MLC's products • Understanding and experience of the "supply to retail" business model. • Exceptional face to face and telephone customer service skills. • Willing, reliable, adaptable, well presented and a "going the extra mile" attitude. • Committed to safe working habits and continuous improvement • Availability to travel and be mobile – up to 2 nights per week • Problem solving ability • Dedication to the customers, the job and the company • CRM management and follow up skills. • Self-managing, professional, attitude. • Representation of MLC values and conduct in the marketplace. • Have an ability to learn and grow • Trustworthy 	
Education	<ul style="list-style-type: none"> • Experience in, and/or progressive increase in responsibilities, in previous work situations, which demonstrate development of skills and abilities to meet the accountabilities of the role 	
Interactions	<p>Internal</p> <ul style="list-style-type: none"> • NZ Retail Manager • General Manager Sales and Marketing • Business Development Manager/Sales Manager SE Asia • Customer Service Team • Purchasing/Outsourcing co-ordinator • Marketing Co-ordinator • Sales Reps • Operations Team 	<p>External</p> <ul style="list-style-type: none"> • Head Office – Key Accounts • Independent owner/operators • Buyers/ Category Managers • Store Level Managers • Merchandisers

BEHAVIOURAL COMPETENCIES

Sales	Sells by matching product benefits to expressed customer needs, as well seeking out unexpressed needs
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BEHAVIOURAL COMPETENCIES

	<ul style="list-style-type: none"> • Regards every customer interaction as a sales opportunity • Describes selling in terms of solving customer problems • Picks up on customer cues that may point to unmet needs • Connects product benefits and features to customers' needs • Skilfully handles customer objections • Is comfortable asking the customer for the sale • Demonstrates an enthusiasm and belief in the products/services offered to customers • Plans sales activity to focus on high value prospects • Is familiar with competitors' products and pricing • Develops clear strategies for differentiating our products from the competition • Uses a formal and consistent process to advance sales opportunities • Develops a network of contacts at multiple levels within an account • Uses criteria to categorise sales prospects and plans their sales efforts • Identifies the different factors influencing a customer's decisions and determines an appropriate strategy for addressing those factors
Customer Service	<p>Responds to internal/external customers in a helpful and professional manner</p> <ul style="list-style-type: none"> • Treats customers fairly and with consideration • Consistently presents themselves to customers in a professional and positive way – includes appearance and manner • Responds to phone calls, e-mails and correspondence within Service Level Agreements • Seeks to understand customers' needs and concerns • Gives accurate and helpful advice when customers or colleagues ask about products and systems • Keeps commitments made to others, or re-negotiates well before deadlines • Deals with customer complaints in a constructive and helpful manner
Call Management	<p>People who have this competency create a positive relationship in telephone interactions, managing calls so that both parties achieve desired outcomes.</p> <ul style="list-style-type: none"> • Is easy to listen to and understand • Projects a positive personality in the way they speak • Uses grammar, tone and voice quality appropriate to each caller • Manages the scope and length of calls, while also maintaining rapport with callers • Explains to caller what actions are being taken • Conceals time pressure so callers do not feel hurried • Follows through to ensure agreed actions take place
Communication	<ul style="list-style-type: none"> • Facilitates effective communication and/or planning in situations where a group is struggling to make progress • Uses a range of techniques and strategies to influence people with strongly held views/beliefs • Displays highly developed communication and interpersonal skills

BEHAVIOURAL COMPETENCIES

	<ul style="list-style-type: none"> • Mediates difficult issues or protracted conflicts between parties in a way that leads to constructive resolution • Negotiates outcomes that address the needs of all parties • Communicates vision to others in a relevant and compelling manner that promotes enthusiasm and commitment • Deals with difficult and complex situations taking control to achieve objectives
<p>Technical Knowledge and Skills</p>	<ul style="list-style-type: none"> • Has in-depth specialist knowledge and skill in their specialist field. • Uses their specialist knowledge to add value to the business/organisation, Takes appropriate steps to educate or up-skill customers/colleagues about their specialist field. • Makes effective use of the current tools and technology in their specialist field • Willingness to learn new technical skills required for the role
<p>Problem Solving</p>	<ul style="list-style-type: none"> • Able to analyse a situation, draw conclusions and make recommendations. • Considers the risks to the organisation of the various courses of action being considered. • Willing to take measured risks in order to achieve important outcomes. • Finds creative and workable solutions to difficult problems. • Evaluates the results of problem solving efforts, and makes adjustments as required. • Displays good judgment - assesses priorities in relation to the big picture. • Builds on simple ideas to develop solutions that address a wider range of issues/needs. • Gathers as much relevant information as possible, exploring multiple options before making decisions. • Is observant - notices details and patterns of information that could easily be overlooked, but which are relevant to the problem being considered.
<p>Work and Project Management</p>	<ul style="list-style-type: none"> • Organises people, time and resources to achieve objectives. • Achieves desired results within allocated budget and timeframe • Resourceful - acts quickly using available resources to deal with issues in a practical, effective manner. • Monitors impact of actions and adjusts future actions accordingly • Shows an ability to make the hard decisions when circumstances require it • Breaks objectives and goals down into tasks and determines resources needed for each task • Allocates appropriate time for work tasks, identifies dependencies, and develops timelines and milestones • Assesses risk - likelihood, impact and management options - when planning projects • Identifies more critical and less critical activities, and maintains focus on priorities • Monitors work progress, and makes early adjustments to plans if there are problems